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Search is shifting from *index and rank* to *train and retrieve*, and crawl access is where AI visibility now begins.

As Web Intelligence Lead at the **Common Crawl Foundation**, the open web archive behind a majority of today's large language models, Stephen Burns shows SEO and marketing audiences what it takes to be visible inside AI answers. He also leads technical SEO and GEO at enterprise scale as Principal Technical SEO and GEO Manager at Intuit, tying the upstream data reality to the work the room already does.

SIGNATURE KEYNOTE

Training Data Is the New Ranking Factor

When models learn from a corpus instead of ranking links, being present in that corpus is the precondition for being seen. This keynote makes the case that crawl inclusion is now the foundational AI visibility factor, then hands the room a practical way to check their own coverage. Delivered on the main stage at SEO Vibes Summit 2026, bilingual with simultaneous translation.

WHAT THE ROOM LEAVES WITH

01

A clear model of how content enters an LLM and surfaces in AI answers.

02

A short set of checks to confirm a site is reachable by AI crawlers and present in the data behind the models.

03

A grounded view of language coverage, inclusion, and what blocks crawlers by accident.

SPEAKING TOPICS

Crawl inclusion as an AI visibility factor

Index and rank to train and retrieve

The foundations of GEO

How LLMs are actually built

Where your content fits

Multilingual and representative training data

FORMATS

KEYNOTE

About 25 minutes, main stage

ALSO

Session, workshop, podcast

BILINGUAL

At ease with live translation

“The best presentation of the day.”

TOMÁŠ NOVÁK, CEO, MARKETING MINER • SEO VIBES SUMMIT 2026 • NAMED THE FAVORITE TALK OF THE EVENT
BY JAAN PORKON, PRIORITY PROSPECT



MAIN STAGE KEYNOTE • SEO VIBES SUMMIT 2026 • ZAKOPANE

SEO Vibes Summit 2026

ZAKOPANE, POLAND • KEYNOTE

AI Align

WASHINGTON, DC • UPCOMING

Chiang Mai SEO Conference

THAILAND • NOVEMBER